Serial Position Effect

- How do we remember the items of a list?

- Depends on the position in the list

- The beginning and the end have the highest probability to be recalled
Serial Position Effect

- Primacy effects
  - First few items are stored efficiently in the long term memory
  - Highest influence for visual stimuli
  - Effect decreases by presentation speed
Serial Position Effect

- Recency effects
- Last few items are still stored in the working memory
- Highest influence for auditory stimuli and on immediate selection decision
- Decreases dramatically by temporal delay or additional information afterwards
Serial Position Effect

Thanks for your attention

Questions?